

Abstract

Title: Marketing strategy of development of the company MARINE SPORT

Objectives: The main objective of the diploma thesis is prepared a strategic marketing plan based on theoretical assumptions and acquired data and analysis. The marketing plan and key marketing strategy should improve marketing situation and position in the czech market of the company.

Methods: The practical part of thesis includes various analyzes that provide information about marketing situation. It's used Porter's model of five forces, marketing mix and PEST analysis of external macro-environment of company. Analysis of market is focused on competitiveness and its intensity. All these analyzes form main data for the final SWOT analysis that is processed as a plus-minus matrix. The aim of this matrix is marketing strategies for the company.

Results: The result of the diploma thesis was selected the best marketing strategy and deducted proposals and measures how to improve the functioning of the company in the czech market.

Key words: marketing strategy, company, situation analysis, SWOT analysis